THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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The Mid-Winter Doldrums are ripe

IN THE VALLEY OF THE MOON

Yep, it's been a coolish week, BUT! Whatdy'know about Florida. At Plant City (where Mrs. Bob Larson hails from), Lakeland, Dade City, Ocala and other places in central Florida which we visited some years back, it snowed real snow. One old fellow allowed it was the first actual snow he'd ever seen. When was the last snow that fell in the Springs area? If ever. (The missus joins in: 1957.)

The person who sends a boy on a man's errand is probably the boy's father. VALLEY JEWELERS, Boyes. Watch repairs, too.

Thus early in the new year, Moonbeams wants to thank the so many voluntary contributors who feed us many worthwhile items and stories which wind up in our columns. They're a great help, always.

And surely the steady advertisers should be thanked, for they're the ones who make this paper possible. Also the readers, who read us very carefully, talk about the paper with their friends, and have made it the most carefully read periodical in the Valley.

So, let's us just thank everybody!

LIONS CLUB meets Tuesday at Palms Inn. Important matters rate a full attendance. Be on hand and help solve the problems.

Read this someplace, though it may or may not refer to our community: The Rotary club owns this town, the Kiwanis run it, and the Lions have all the fun.

EL DORADO HOTEL, Sonoma. John Merlo, prop. Complete menu, Italian foods a specialty. Friendly, western atmosphere.

Jack Oakie was on television the other night. He says if Ed Wynn can make a comeback so can he. He looks older, and must have reduced about 75 pounds, but is still a seasoned actor. Jack

lived down the street from us in Chatsworth about three miles, and has a real showplace.

FOUR CORNERS CAFE, So. Broadway. The finest pizzas, 12 varieties. Imported and domestic beer and wines. Drop in—soon.

We hear that cartnappers are plaguing many a super market in the larger cities. Mainly it's housewives who trundle their purchases to their cars, then put the cart in the rear compartment and take it home for use as laundry cart or plaything for the kids. Market owners estimate the carts cost $30 apiece and they lose over $1 million a year. What to do? They just up the prices a bit.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Think we should make our semi-occasional political predictions:

Knowland will go in as governor—easily.

Knight may or may not make it; depends who the dems put up to oppose him.

A right-to-work law will carry next November.

Clem Miller has a good chance of becoming U. S. congressman. Oscar Larson could give him a run for his money—if Oscar gets the coveted endorsement at this weekend's meeting in Ukiah.

Young Mel Larson is our choice to replace Supervisor Carson Miller this year. The lad's got something on the ball.

Cut this out and check a bit later.

JIM'S MEATS, at Boyes Springs Food Center. Highest quality meats, cut the way you like. Fresh poultry. Delicatessen dept.

Have read the SatEvePost since about 1920, and it's always good. Especially so when there's a Clarence Buddington Kelland continued story running. Many say Kelland's plots are all alike, but they're a refreshing change from most of the others.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

The E. J. Dempseys celebrated their 40th wedding anniversary last Sunday, being hosts to about 35 persons at an informal reception. Sumptuous food was served buffet style. The Dempseys (he's a retired San Francisco fireman) have lived here for the last several years and have made a host of friends.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

Heard a news dispatch from Hallelujah Junction the other day. Do you know any odd names of towns or sections? We've been in Hell, Mich., What Cheer, Iowa, and a few others with outlandish names. How 'bout you?

PLAZA LIQUORS (next to B of A, Sonoma). Off-sale liquor, wine, beer, soft drinks. Hors d'ouvres. Pizzas. Party favors. Novelties.

Have you noticed the days are getting a bit longer? Increase is about 2 minutes a day, and should be more noticeable as we edge along toward the end of winter.

LAZY R & T SHOP, 412 First St., East, Sonoma. Machine saw sharpening. Used tools. Some furniture. Home necessities.

Here the duck season is about finished—and we know several duck hunters who have been very fortunate. Only not a single duck has found its way to the Little icebox. Nor was there any venison last fall. Disappointed.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Our lawyer friend up in Portland occasionally sends us copies of the Territorial Enterprisoe (Mark Twain's old paper), now run by Lucius Beebe in Virginia City, Nev. It's a good paper, and we always read it with interest.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.

So the population of Sonoma county is down about 100 from last year's total. Don't think the decrease came in this section, for everything points to a steady population increase in the Springs area. But certainly some steps should be taken to reverse the downward trend. That's up to every organized group in the community.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

Paul Marcucci Sr. has about completed construction of a new garage adjoining the resort property. And it's big enough to accommodate one of the new behemoths which infest our highways, also allowing some room for a workshop. Attached is a box office, for use when the new Little league ball park goes into operation this summer.

BOYES SPRINGS FOOD CENTER. Quality foods in all departments, and at lowest prices. Take-out beverages. One-stop market.

Best thing Ike could do would be to fire Dulles, pronto, and also send Stassen packing. For the good of the nation. They're both a terrible drag on his administration.

LEE'S CHUCK WAGON, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style.

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There was a full page sewer maintenance ordinance published last week and this, but it wasn't in the Valley Review where it belonged. Sonoma is just a renter of the sewer facilities. The district is out this way, where it was originally started.

OUR RESORT, El Verano. Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.

Remember about two years ago we were going to have three new super markets in the Springs? Valley Mart got built, at the edge of Sonoma, but sites at Verano avenue and at Boyes boulevard at Arnold drive remain in their pristine virginal beauty, entirely undeveloped. Wot happened?

MENDEL'S CAFE, Boyes Plaza. "Finest eats in town" they tell us. Steaks, seafood, Spanish dishes. Cocktail bar. Drop in.

FOR SALE AT REASONABLE PRICE—2 bedroom, bath, good sized living room, combination dinette and kitchen, large clothes closets, linen closet, new paint outside, large yard and summer house, flowers, trees, all in good condition; sewer connected. Make us an offer. Asking $8000. Walking distance of stores, and congenial neighborhood. Phone WE 8-4500 for information.

DENNY'S COG CLUB, Boyes. Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.

LAWYERS TOP TOSSPOTS, SAYS S.F. AUTHORITY

Attorneys, in San Francisco at least, have won the palm as the most accomplished drinkers, with newsmen and actors, former champions in this regard, now down at the bottom of the list.

This is the authoritative opinion of Bill Hummer, head barkeep at Amelio's restaurant and long an observer of the wetter aspects of the local scene.

Acknowledging with civic pride the truth of state health department statistics that the average San Franciscan drinks 3½ times the national average, Hummer stated unequivocally that not only do lawyers drink more than any other profession but also seem to be able to hold it better. Next, he said, are men in insurance, advertising, the hotel business and oil, in that order. No reason was given for the newsmen's loss of drinking prestige, although other students have since noted that "since most newswriting has become a dull and mechanical business it follows that newsmen themselves would reflect the trend, and are now one with bookkeepers, tellers, and haberdashery salesmen."

Continuing his analysis, Hummer stated that the "heaviest female drinkers are career girls between 30 and 40," and that the "girl

friend of the boss or the secretary out with him is less apt to be careful because she's probably a little nervous."—Territorial Enterprise.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

AUTO SUGGESTION—It isn't too early for our annual reminder that less than a month remains for payment of 1958 registration fees on our autos. February 4 is the deadline day. After that, penalties.

The state department of motor vehicles asks all who want to pay their registration by return mail to return the whole statement card with their check.

Now, once you've paid, it's a good idea to drive carefully. You really don't get your money's worth out of a registration fee on a demolished car.

GOLDEN GATE RUBBER STAMP SHOP, 18995 Carriger Road. WE 8-4160. 8-hour service. All work guaranteed. Call us.

JOHN'S SEWING MACHINE SHOP. New location—18375 Hiway 12. Repairs, service, parts, all makes. Vacuum experts. WE 8-8152.

A bank president who liked to know all about the employes working for him one day stopped at a new clerk's window and asked where he had received his financial training.

"Yale," the young man answered.

"And what's your name?" asked the president.

"Yohnson," said the young man.

B & L LAUNDROMAT, on hiway, Fetters. Save time and money —wash, dry, iron, right here. Especially during the cold season.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

SOLOMON IN A PICKLE—We are indebted to the Sacramento Newsletter for a sprightly report on one of those delicate problems in semantics that often crop up in government regulations. This one involves the attorney general's office and the alcoholic beverage control department.

The contretemps concerns the difference in meaning between "style" and "quality." According to state regulations, it is perfectly legal to sell non-kosher pickles that are labelled "kosher style," but it is not acceptable to label California-brewed beer "eastern quality."

The difference seems to be that "style" as an adjective often connotates imitation, whereas "quality" is less flexible in its application. The ABC holds that while California beer is of equal quality

with eastern, calling it "eastern quality" implies a superiority it doesn't have.

Seems you have to be a semantic Solomon to administer the laws these days!

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

Police recently sent out six pictures of an escaped convict, each picture showing a different pose of the wanted man. Shortly afterward a well-meaning but somewhat over-conscientious sheriff in a backwoods locale sent the following wire:

"Have captured five of the critters and on trail of the sixth."

PALMS INN, Verano. Home of the Lions. Wonderful food, always. Cocktail bar. Finest mixed drinks. Meet Carl and Jim.

Women, they say, would make better wives if they weren't so busy making better husbands.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

MODERN TEACHING (Scripps-Howard Staff Correspondence)

It's the fashion to blame parents for our educational mess. The welkin rings with cries of outraged Americans who have found that Johnny and Susie are behind Ivan and Natasha in school work. They want something done right now.

In defense of parents, let me say they too were the victims of progressive education. The cult, originating in the early 30's, was imposed on them by a professional hierarchy determined to change our system.

The progressive idea was new, too, so how could it be anything but good? According to liberals of the 30's, everything old was suspect.

So our schools began turning out "happy" children. Life adjustment courses took the place of solid subjects once thought necessary for a sound elementary education. Old-fashioned parents were squelched when they simidly suggested Johnny and Susie should have geography, solid geometry and more homework.

"How's that?" we were asked. "Are you out to destroy the schools?" All criticism was called "undermining" the educational system. So we went about muttering, wondering whether we really were as stupid as the liberals seemed to think.

The upshot of this is that congress will have before it many bills

dealing with education. The danger is we may fly to the other extreme, because Americans are not noted for calm approach to problems.

Let's hope we don't throw out the baby with the bath. Even a hard-headed conservative like myself believes progressive education brought many improvements. We ought to keep them . But can't we also stick to the main objective—the promotion of learning?

When the professors start talking sense, papa and mama will listen. Just as they listened when the progressives began their propaganda.

An educational system that tries to pander to all the whims of parents is doomed to failure anyway.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.

Kind old lady to internal revenue clerk: "I do hope you'll give my money to some nice country."

PAUL'S OLD RANCHERO, Verano. Mighty good dinners. Banquets a specialty. Music Saturdays—Paul and Buff. Cocktails.

RICHFIELD SERVICE, main corner, Boyes. Bud Delaney on duty. New station, now completed. Best service ever.

A would-be soapbox orator who had reached the argumentative stage sat down next to a clergyman on a bus. Wishing to get into an argument, he turned and said, "I'm not going to heaven because there is no heaven."

His words, however, got no response.

"I said I'm not going to heaven because there is no heaven," he said again, almost shouting as he came to the end of his sentence.

"Well then," replied the clergyman calmly, "go to hell, but be quiet about it."

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, manager.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

First hunter: "John, where are you?"

Second hunter: "Right here."

First hunter: "Are you all right?"

Second hunter: "Of course I'm all right!"

First hunter: "Then I think I just shot a deer."

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.
RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!

SOMETIME

Sometime, when you're feeling important,
Sometime, when your ego's in bloom,
Sometime, when you take it for granted
You're the best qualified in the room;
Sometime, when you feel that your going
Would leave an unfillable hole,
Just follow this simple instruction,
And see how it humbles your soul.
Take a bucket and fill it with water,
Put your hand in it, up to the wrist;
Pull it out, and the hole that's remaining
Is a measure of how you'll be missed.
You may splash all you please when you enter,
You can stir up the water galore,
But stop, and you'll find in a minute,
That it looks quite the same as before.
The moral in this quaint example
Is do just the best you can;
Be proud of yourself, but remember,
There is no indispensable man.

BANCROFT NURSERY, Sonoma. Potted plants, corsages, flowers for weddings, funerals, hospitals. We deliver—anywhere.
MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Two Hollywood producers were watching the star of a Las Vegas show.

"I wonder who made her dress?" asked one of them, admiring the singer's costume.

"It's hard to say," said the other; "probably the police."

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies
MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

A PROGRAM FOR THE SPRINGS AREA

A name for Highway 12 suitable for our new city.
A local chamber of commerce, devoted to Springs area promotion.
A bank of our own.

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